

EXHIBITION OPPORTUNITIES IN CARLSBAD FOR VISUAL ARTISTS

There are two different opportunities for visual artists to have their work presented in the City of Carlsbad's exhibition spaces. One opportunity is the William D. Cannon Art Gallery, which is a program of the City's Cultural Arts Office; the other opportunity is the Carlsbad City Libraries. Both programs have their own set of criteria and procedures that guide the process of exhibition and artwork selection. Descriptions of each program, along with their policies and procedures, are attached.

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WILLIAM D. CANNON ART GALLERY EXHIBITIONS

The 2000-square foot William D. Cannon Art Gallery opened September 25, 1999 and is located in the new Carlsbad City Library complex at Dove Lane and El Camino Real in the south of Carlsbad. The main entrance to the gallery is accessible from the complex's central courtyard. Over 2,000 people per day visit the complex, which in addition to the library and gallery includes a 220-seat auditorium, a multipurpose workshop room, and a children's sculpture garden. The Gallery presents approximately six exhibitions per year.

ARTISTIC VISION

The William D. Cannon Art Gallery (CAG) is a focal point for art and culture in the City of Carlsbad and in San Diego's North County. Through changing exhibitions, school outreach programs, docent-led gallery tours, hands-on family activities, lectures, and publications, all of which are designed to engage and enrich the individual and the community, the Cannon Art Gallery strives to encourage lifelong learning in the arts and to make the visual arts an accessible and integral part of peoples' lives. In its artistic program, which also includes presentations in the Sculpture Garden located behind the Arts Office at 2955 Elmwood, the Gallery strives to carry out this mission by presenting exhibitions that emphasize the following criteria.

National Quality/Regional Focus: It is an overarching principle that CAG exhibitions will be of regional and national significance and quality, setting a standard that visitors can look to and trust. Taking advantage of its geographic location, the CAG focuses on the presentation of work by artists from the southern California region, realizing that some of the nation's finest artists—recognized and appreciated by curators, museums, and collectors across the country—reside and work here. The CAG will take a leadership role in becoming advocates for these artists by originating exhibitions of their work, publishing related catalogues, and generating widespread press coverage.

Variety and Balance: The CAG will be known for its audience-centered approach to its exhibition schedule—that is, the CAG will consciously and actively reach out to the diverse audiences of the region through the choice of its exhibitions. To do this effectively, the program strives for variety and balance in its exhibition schedule. Variety in the Gallery's exhibition schedule (when looking at 2- to 3-year spans) comes in all forms—media (photography, crafts, installation, and folk art as well as painting and sculpture), art historical movements, period (historical as well as contemporary), demographic representation, and audiences targeted. Balance in the schedule comes from a careful and conscious mix of thematic, group shows with one-person shows; popular, audience-building shows with more focused shows; regional shows versus national shows; touring shows versus those organized by the Gallery — understanding that there are important and valid audiences for each category and type of exhibition.

Introduction of New Work to this Region: In the context of the exhibition schedule, "new work" is broadly defined to mean the work of young, emerging regional artists; a new body of work by mid-career or established artists seen in a fresh way because of its recontextualization in a thematic group show; or a retrospective look at the work of under-recognized veteran artists. The Gallery's Biennial and Invitational exhibitions are especially designed to offer emerging and mid-career San Diego County artists the opportunity to present their work to the public.

Arts Education Opportunities: Encouraging audiences to make the arts an integral part of their lives is a basic goal of the Gallery and the Arts Office programs. There is no better place to start this process than with our youth. The CAG already has a strong connection to its area elementary schools through its "Three-Part-Art" program (which includes the curriculum guides written for the teachers to use in class, then a gallery tour of the

exhibition for the kids, followed by a hands-on art activity related to the exhibition). The Gallery will continue to search out and present exhibitions that lend themselves to expanding the success of the Three-Part-Art education program.

In addition, the Cannon Art Gallery's exhibition and education programs are committed to:

Accessibility: The CAG's commitment to the education of, and outreach to, new audiences is embedded in every phase of its exhibition program. The Gallery believes that to present exhibitions without effectively involving the viewer in the looking and learning process only continues the mystification and exclusion surrounding art, especially contemporary art. Therefore, the Gallery is committed to breaking down those barriers—to demystifying the art, in effect—by being responsive to the diverse learning styles and needs of its visitors, whether novice or experienced. The CAG strives to make sure that the exhibitions are both physically and intellectually accessible so that visitors feel welcomed, comfortable, and competent in the Gallery.

Cultural Equity: The need for cross-cultural understanding and respect in our society requires that the CAG's exhibitions be culturally diverse. These exhibitions must acknowledge the voice and authority of the cultural participant and scholar, and should be designed to attract multiple and diverse audiences. These exhibitions ask visitors to consider the rich diversity of the human experience and to learn from cultures different from their own.

ADDITIONAL VARIABLES THAT IMPACT THE SELECTION OF AN EXHIBITION

In addition to being guided by the Artistic Vision, the selection of an exhibition for the Gallery or the Sculpture Garden is impacted by a number of other variables, including but not limited to:

- budget issues: cost of organizing and presenting an individual exhibition
- scheduling issues, including availability of artworks or availability of a touring exhibition
- impact on the installation schedule and staff time
- consideration of the Artistic Vision goals over a two- to three-year period
- on-staff curatorial expertise
- availability and cost of possible consulting curators
- awareness of other exhibitions presented (or planned) in the region

PROCEDURES FOR SELECTING AN EXHIBITION (Cannon Art Gallery and Sculpture Garden)

The selection and presentation of exhibitions for the Cannon Art Gallery and the Arts Office Sculpture Garden are guided and carried out by the Arts Office's Gallery Coordinator.

The Gallery Coordinator searches out and gathers together exhibition ideas and proposals from a variety of sources including other art institutions, traveling exhibition organizations, Gallery Committee members, Arts Commissioners, regional artists and curators, and staff. Proposals from any source are welcomed and considered. The Gallery Coordinator then puts together a proposed schedule of exhibitions that strives to carry out the Gallery's Artistic Vision, while also taking into consideration the additional variables listed above. The proposed exhibitions, as well as other potential exhibitions, are presented to the Gallery Committee and to the Arts Commission for their review and input. If additional expertise is needed to help gauge the quality or effectiveness of an exhibition proposal, the Gallery Coordinator proceeds to find the appropriate experts for their input as well.

With these various responses in hand, the Gallery Coordinator reviews the proposals with the Arts Manager, and upon approval from the Arts Manager, proceeds to book the exhibition schedule. The Gallery strives to be booked two years in advance, with the third year in process.

GALLERY COMMITTEE

The Gallery Committee is an advisory committee of up to 15 members, representing various interest groups such as the Arts Associates, Arts Commission, the Library, Friends of the Library Board, regional artists and arts administrators, and the community. Members representing organizations are selected by their respective groups; at-large community members are selected by the Arts Manager in consultation with the Chair of the Gallery Committee and the Gallery Coordinator. The Committee advises the Arts Office on policies, procedures, and exhibitions for the William D. Cannon Art Gallery and meets at least four times a year.

EXHIBITION PROPOSALS:

SUBMISSION GUIDELINES FOR ARTISTS, INDEPENDENT CURATORS, AND ORGANIZATIONS

Proposals are welcomed from any source, including individual artists, independent curators, or organizations. Proposals are reviewed on an ongoing basis and evaluated based on the Artistic Vision and the additional variables listed earlier.

Notification will be sent when the proposal materials are received. A response will be sent approximately eight to ten weeks after receipt of the proposal. Appointments for studio visits and/or reviewing work at the gallery are made on a case-by-case basis and only after an initial review of slides, videos, or other support material has been made. No original work should be submitted to the Gallery as part of an exhibition proposal.

ARTISTS

The following materials should be submitted:

- Current resume or bibliography
- Up to 20 slides or photos (labeled with name, title, year, medium and dimensions); video and audio tapes are accepted for artists using video or audio to document their work (cue for 5 minutes play); films must be submitted on video for review. No original artwork will be accepted. The William D. Cannon Art Gallery cannot be held responsible for artwork sent through the postal system.
- Proposals for events, screenings, and panels should be submitted as a one-page description with a list of potential participants.
- Related reviews, catalogue essays and an artist statement
- A self-addressed, stamped envelope for return of materials

*** Artists who live, work, or have a studio in San Diego County should also be aware of the Cannon Art Gallery's Biennial Juried Exhibitions, which are another opportunity for eligible artists to display their work in the Gallery. For details about the next Biennial and to get on the mailing list to receive upcoming "Call for Entry" notices about the exhibition, call the Gallery at 760-602-2021. Or check our website at www.carlsbadca.gov/arts under "Opportunities."

INDEPENDENT CURATORS & ORGANIZATIONS

Proposals should be submitted with the following information and materials:

- Proposed exhibition title
- Exhibition concept: describe the theme, intentions, what questions will be addressed and answered through the exhibition, and point of view behind the exhibition.
- Educational objectives and intended audience(s): Exhibitions are a stationary form of museum interpretation. As such, they are designed to transform a visitor's attitudes, knowledge, perceptions or feelings. How does this exhibition plan to engage the viewer? Furthermore, the Gallery attracts many different kinds of viewers -- diverse audiences. What is the intended audience(s) for this exhibition? Are the objectives in the exhibit targeted for a specific audience (e.g. architectural historians, theater buffs, or contemporary arts devotees?) A general audience? Or multiple audiences? Identify the intended audience(s) and the particular objectives for each audience.
- Initial list of artworks and visuals: This inventory should be as complete as possible. Include visuals (slides, color photocopies, etc - whatever gives the Gallery Coordinator and Gallery Committee the best sense of the quality of the work). However, **DO NOT** include original works.
- Proposed curator: The curator who will be responsible for the content of the exhibit must be identified. If a team approach is planned, then one person must be identified as the project manager or point person. That person will ultimately be responsible for the curatorial aspects of the project. The curator is responsible for the intellectual integrity of the exhibit. The end product expected from the curator is the following: a written script which contains all the main labels and sub-labels for the exhibit and a complete checklist that includes artists, title, date, medium, size, lender, and lender address (and location of the work) for all works included in the presentation.

CARLSBAD CITY LIBRARY EXHIBITS AND DISPLAYS

Since 1967, the Carlsbad City Library has had an active exhibition program whose primary mission is to showcase the work of artists and collectors of San Diego's North County and to share that visual arts experience with its visitors of all ages. The Carlsbad City Library currently presents small-scale exhibitions, both on the wall and in display cases, in both its library locations.

CRITERIA FOR SELECTING EXHIBITIONS

The exhibition schedule for both library locations is managed by the Library's Exhibits Coordinator. Final decisions on the selection of artists/collectors, choice of artworks, and installation details rest with the Library's Exhibits Coordinator and the Library Director. The exhibition spaces are intended to be a limited public forum, to be used for the display of artistic work suitable for viewing by all ages.

The selection of an exhibition for the Library is based on the order the request is made, as well as, but not limited to, the following criteria:

- budget issues: cost of presenting the exhibition
- medium of the work
- size of the artworks
- installation/display issues
- security
- previous record of exhibiting at the Carlsbad City Library

A list is maintained by the Library's Exhibits Coordinator, and historically, there has been a two-year waiting period for wall-mounted exhibitions. City-organized exhibitions are not a part of this list however, and a City-organized exhibition may be presented at any time during the schedule, at the discretion of the Library's Exhibits Coordinator. Exhibits are usually changed monthly, except in the case of City-sponsored exhibits when a shorter or longer display period may be designated.

PROCESS/PROCEDURES

When artists/collectors contact the Library to show their work, they are asked to fill out the Artist Information form, submit slides/photos, given the Waiver of Liability form and, subsequently placed on the list. Once the artist/collector is scheduled for an exhibit, scheduling arrangements are made for mounting the exhibit/display with accompanying display information.

EXHIBIT/DISPLAY GUIDELINES

All works are required to arrive at the Library framed and ready for hanging or display. The Library does not provide materials or the space to prepare artworks for display or storage. The exhibitor is responsible for the installation and dismantling of the exhibit with assistance and oversight from the Exhibit Coordinator. The Exhibits Coordinator has the final say on all installation issues. Framed artworks must have picture wire securely attached to the back of the frame. No sawtooth hangers will be accepted. Artworks that are too large in size or weight, fragile, or include poor construction in content or framing will be rejected. Exhibits/displays must be installed between Monday and Friday, during the hours of 9 a.m. to 5 p.m.

Delivery and retrieval of exhibit artwork and materials from the Library are the responsibility of the owner or owner's designated representative.

SALES

Artworks that are for sale may not be displayed with prices on the artwork or on accompanying display information. However, display information may contain the exhibitor's contact information for sale purposes. The exhibitor is responsible for conducting the sale of any work directly with the purchaser. Works that are not available for purchase must be designated "NFS" (Not For Sale) on accompanying information. All works sold must remain on exhibit throughout the designated exhibit period.

WAIVERS

The artist/exhibitor will be required to sign the Waiver of Liability Form before or at the time the exhibition is installed. Every precaution will be taken to protect the exhibitor's artwork or collection, but the City of Carlsbad, the Carlsbad City Library, or any officer, employee or agent of either does not assume any liability in connection with the exhibit or display.

FOR MORE INFORMATION

Contact the Library Programs & Exhibits Office, (760) 602-2012

CARLSBAD CITY LIBRARY ARTIST INFORMATION

Thank you for your interest in exhibiting at the Carlsbad City Library. Please complete the following application and return it when submitting slides or photographs to the Library:

WALL EXHIBIT/ CASE DISPLAY (circle one)

Name:

Address-include city, state, zip code:

Phone:

E-mail:

FAX:

Briefly describe your proposed exhibit/display:

Briefly describe yourself. For example: Where were you born? Where do you reside and for how long? How long have you been involved in your specialty? Were you self-taught or did you study at a specific school or with specific persons? What other work/life experience do you have, not related to your specialty? (Use reverse side for more space or attach a resume or biographical information.)

List memberships in associations or groups related to your exhibit or display:

List past exhibitions/displays, including any at the Carlsbad City Library:

Signed _____ Date _____

WAIVER OF LIABILITY

Display of Artworks, Crafts, or other Materials at Carlsbad City Library

I, _____, certify that I am the owner, creator or both owner and creator of the items listed below and hereby waive any claim or cause of action against the City of Carlsbad, the Carlsbad City Library or any officer, employee or agent of either of them for loss or damage of any nature to the listed items while said items are on display at or in the possession of the City of Carlsbad or the Carlsbad City Library, regardless of the cause of the loss or damage. I further agree not to sue the City of Carlsbad, the Carlsbad City Library or any officer, employee or agent of either of them for any loss or damage to any of the listed items while the items are on display at or in the possession of the City of Carlsbad or the Carlsbad City Library.

List of Items:

Signature _____ **Date** _____